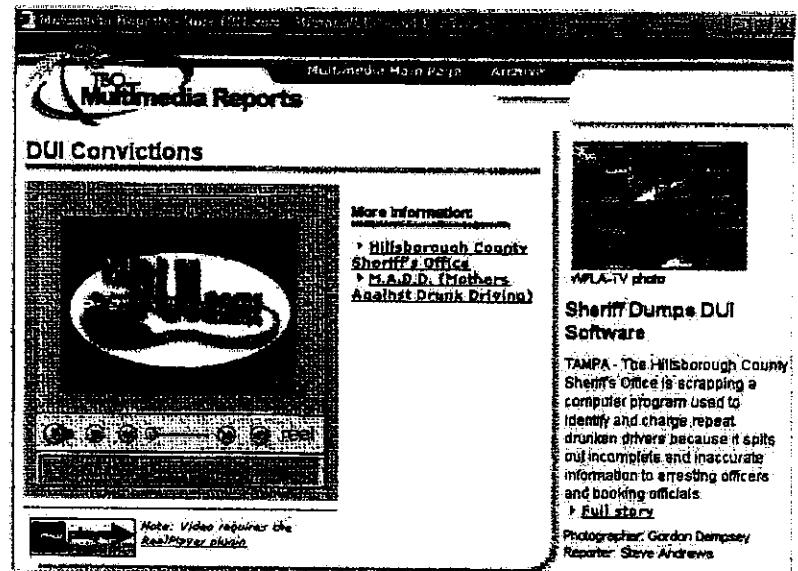# nterprise Example #2

- TBO.com placed the print version on line
- In mid-afternoon it also placed the TV version on line, making it available for streaming
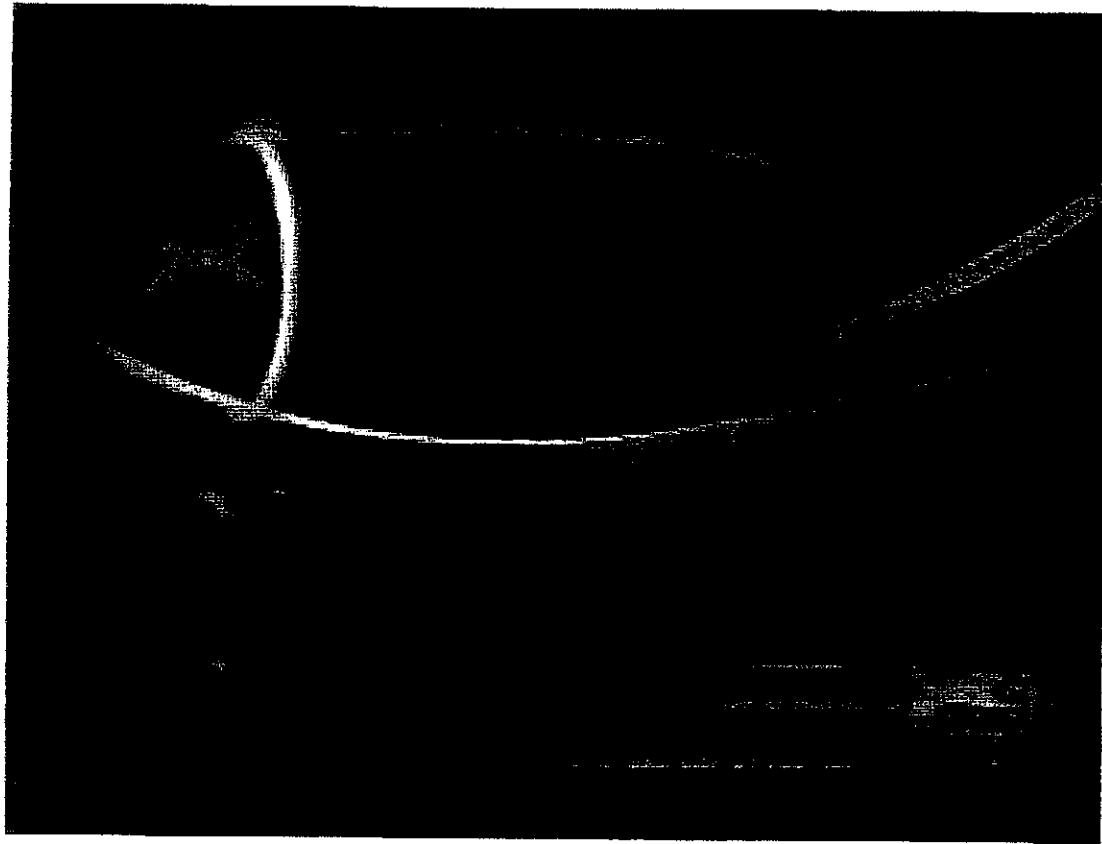- The TV station published the story – which it had developed -- last
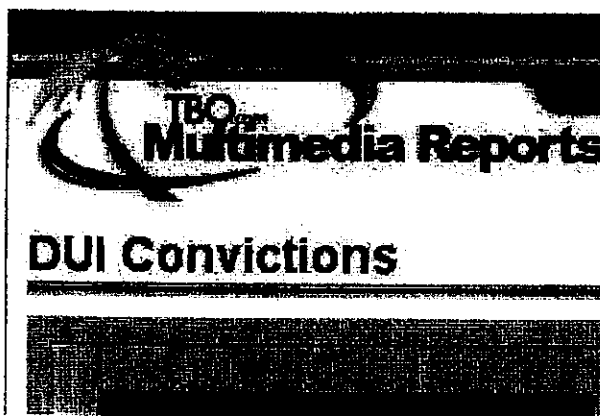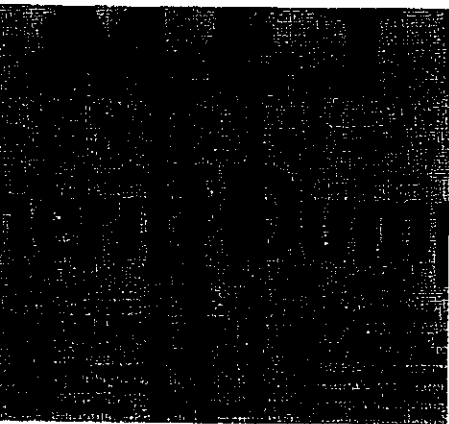
nterprise Example #2

Converged publication allows one story to benefit from the unique strengths of three media

In the case of television those strengths are sight and sound
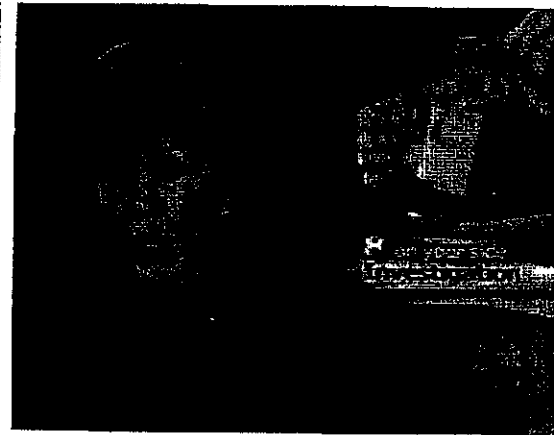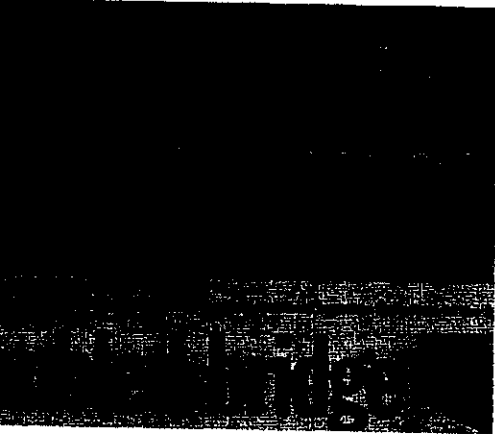
omething New...

We believe that when one story can be published on three different platforms, taking advantage of the unique strengths of each medium, this amounts to a new form of ournalism not seen before

t's journalism that serves the community by giving the news when, where and how consumers want it

omething New...

Maj. Robert Lucas

t's worth noting that state officials are working diligently o solve the bridge problems, and that the Sheriff's Office las already solved the DUI computer problem

The greater reach of convergence strengthens the impact of our journalism and enhances the effectiveness of our raditional watchdog role
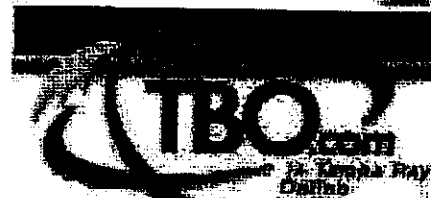
ranchises

- Franchises are standing, daily or weekly content commitments
- Major areas of opportunity include business, consumer news and weather

ranchise Examples

- WFLA-TV Weather Department contributes to *Tribune* weather page
- A *Tribune* "Money Sense" segment appears on a WFLA-TV newscast 6 days a week

THE TAMPA TRIBUN
MONEYSENSE
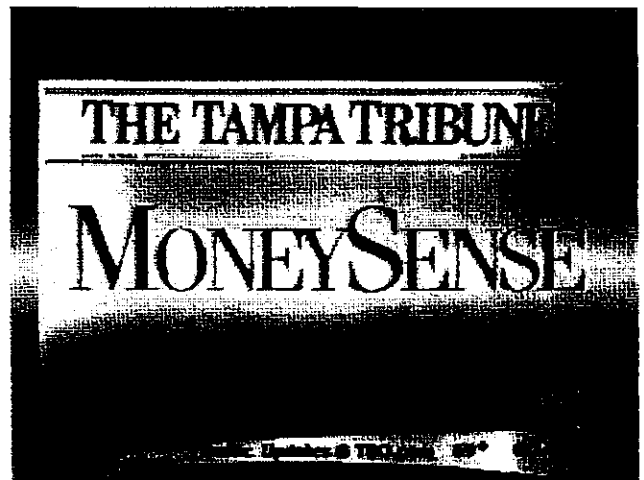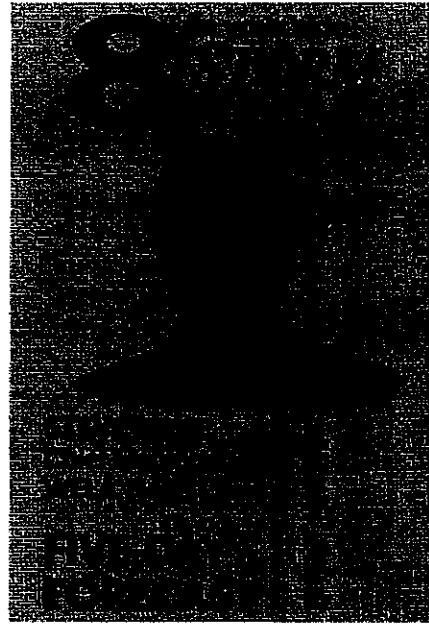
ranchise Examples

- WFLA-TV reporter Vicki Lim writes a regular consumer column for the *Tribune*
- *Tribune* religion reporter Michelle Bearden appears weekly on WFLA-TV
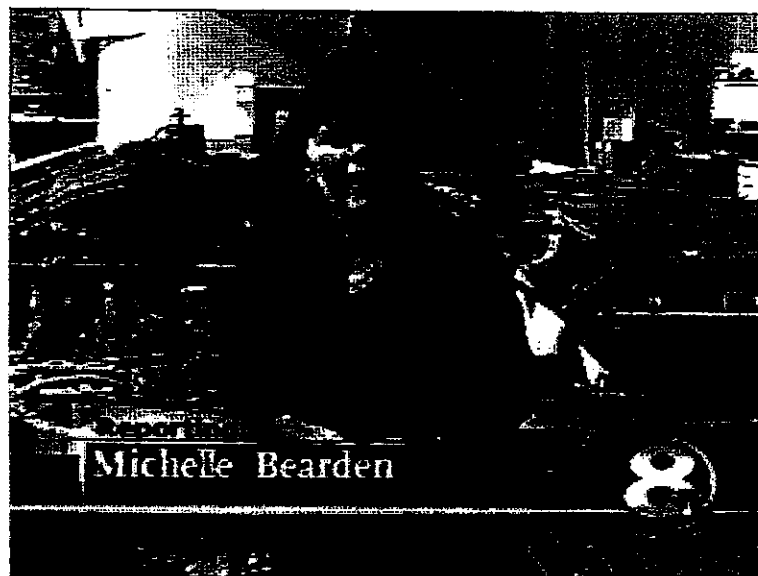
vent Coverage

- Events often provide excellent opportunities for cooperation and coordination of coverage
- Recent examples include the Super Bowl, Olympics and the 2000 election

vent Coverage Example

- In the 2002 Olympics, WFLA-TV aired an Olympic segment but did not send its own reporter

- *Tampa Tribune* reporter Bill Ward filed regular reports from Salt Lake City
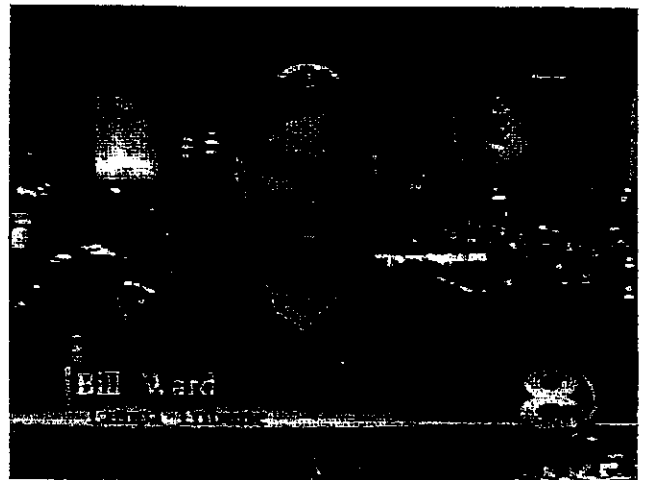
ections 2002

nverged elections coverage in 2002 will feature:

Issue-based coverage

Citizen polls to determine where voters stand on those issues

Citizen forums

Candidate profiles

Free air time for candidates within newscasts

ublic Affairs

- How often have you heard the complaint that no one ever holds the media accountable?
- Our joint Citizens' Voice project allows the public to demand answers about the journalism on all three platforms
- Citizens' Voice provides public accountability of a kind not often seen in American journalism

The News Center
Citizen's Voice Project
Questions or concerns about our news coverage
1 (800) 527-2758
or
voice@tbo.com
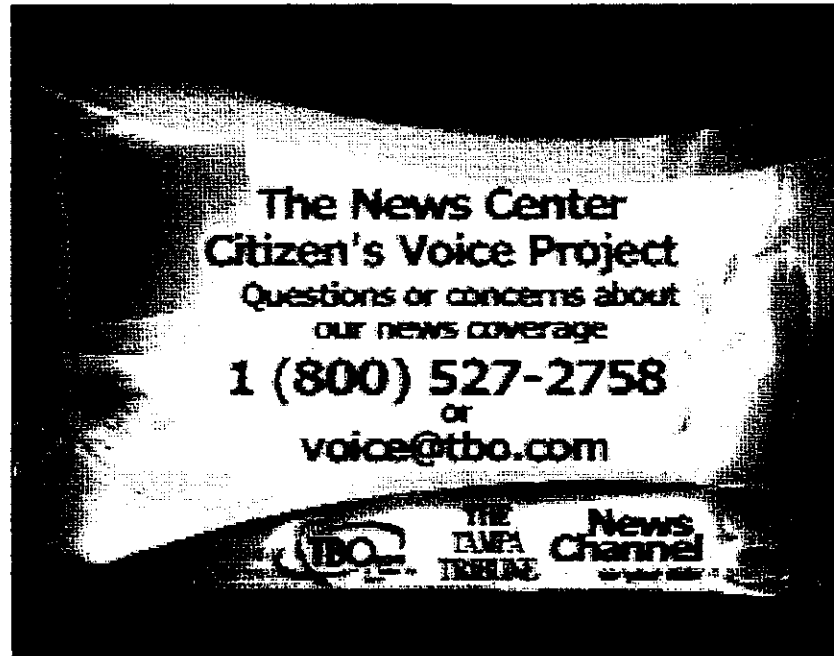
ublic Affairs

- The TV station airs a once-weekly Citizens' Voice segment to answer citizen questions about our journalism

- A behind-the-scenes ombudsman helps answer viewer e-mails and calls
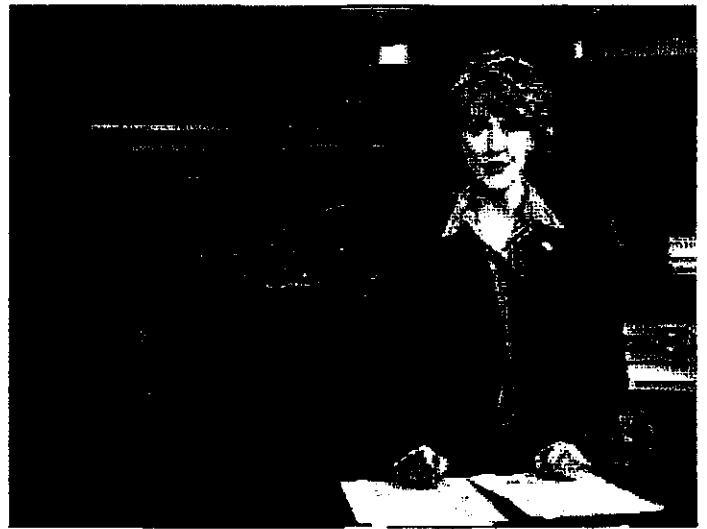
ublic Affairs

- The *Tampa Tribune* publishes a once-weekly column answering selected reader questions about how we do our jobs at the News Center
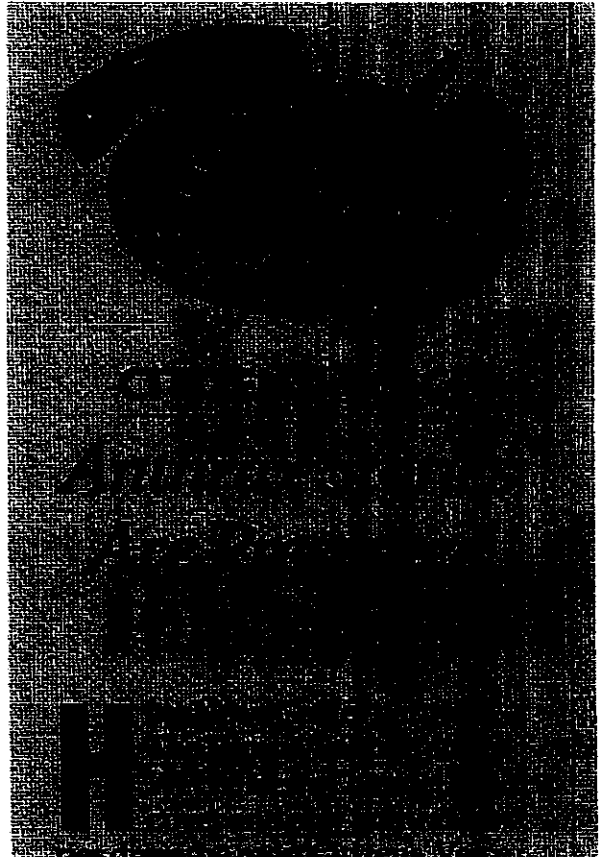
ublic Affairs

- TBO.com's Citizens' Voice page connects all three platforms
- We recently solicited the public's input for a converged statement of coverage principles and are very close to publishing "The News Center Guarantee" -- a document we believe will be without precedent in journalism

itizens' Voice Example

- The Pasco County Sheriff's department waited five hours before notifying the public about a missing child

- When the word finally did get out an army of volunteers showed up, but by then dark had fallen
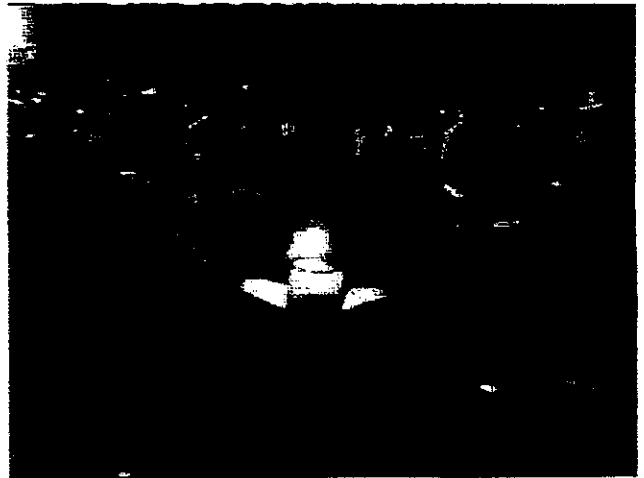
itizens' Voice Example

- WFLA-TV news anchor grilled the Sheriff's spokesman live on the air by phone, demanding to know why they had wasted five hours of daylight before alerting the public

itizens' Voice Example

- As the evening wore on, searchers and relatives grew increasingly angry over the 5-hour delay
- Reporter Keith Cate continued our tough questioning at 11 p.m., directly confronting the Sheriff
- Our coverage was unusually tough and challenging in tone

Sheriff Bob White
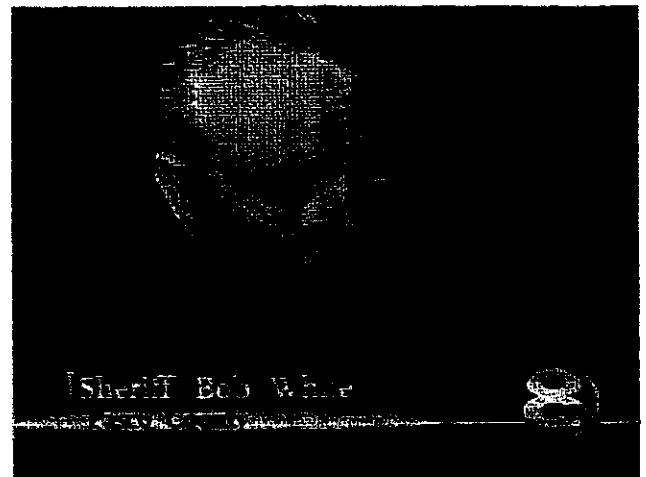
itizens' Voice Example

- Citizen response to our tough approach that night was overwhelmingly positive
- Among the calls was one viewer who said enthusiastically, "Bob Hite for Sheriff!"
- Later, formal feedback to Citizens' Voice turned negative
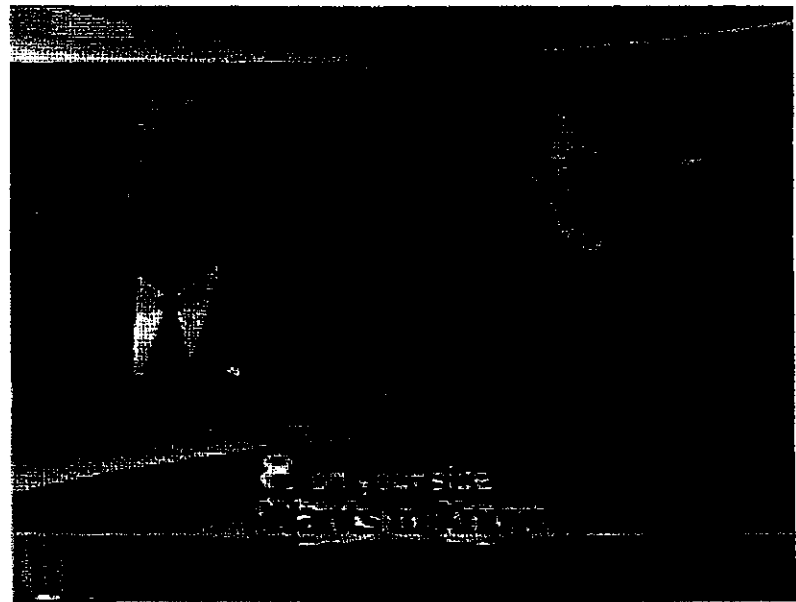
itizens' Voice Example
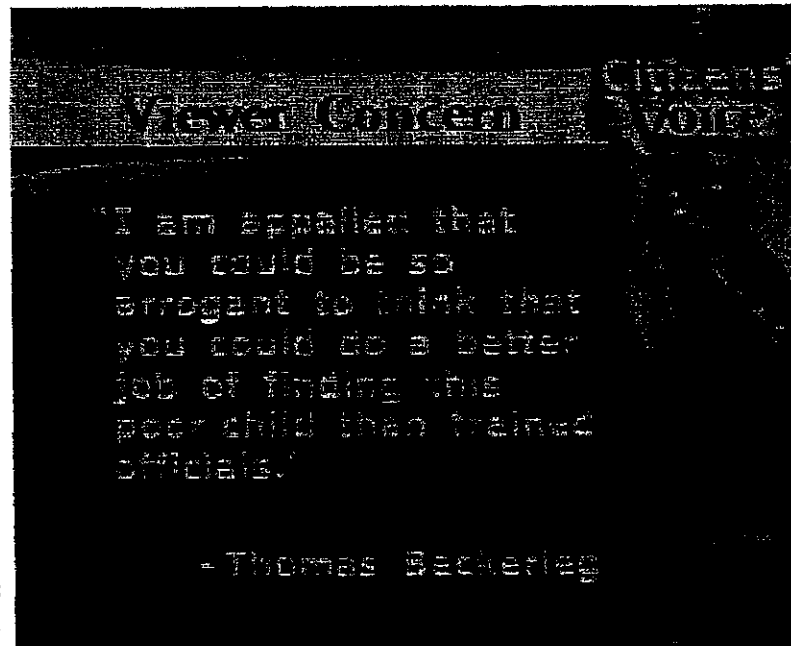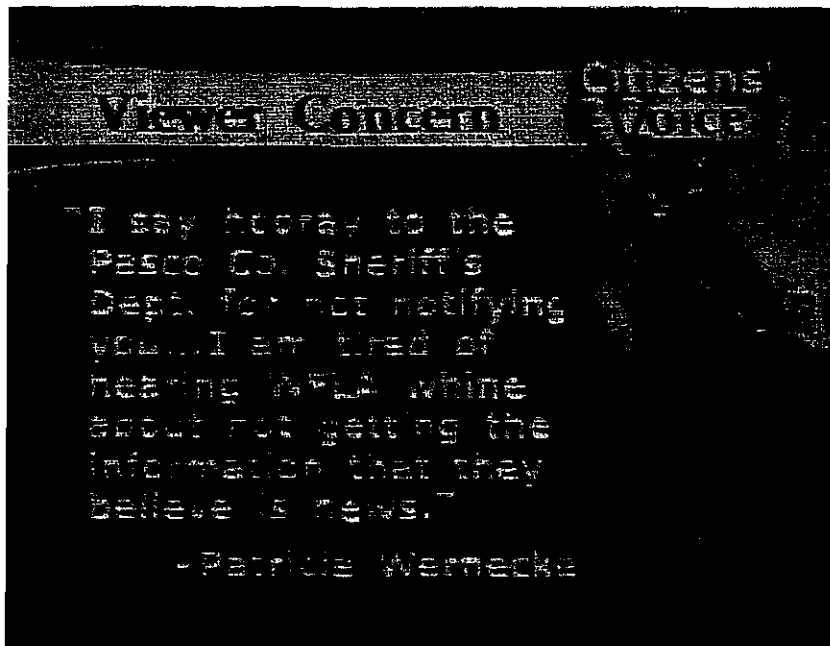
- We featured two of our responses on-air in the next week's Citizens' Voice segment

itizens' Voice Example

- Anchor Stacie
  Schaible did not
  take a defensive
  stance, but she did
  explain that our
  actions reflected our
  journalistic
  philosophy
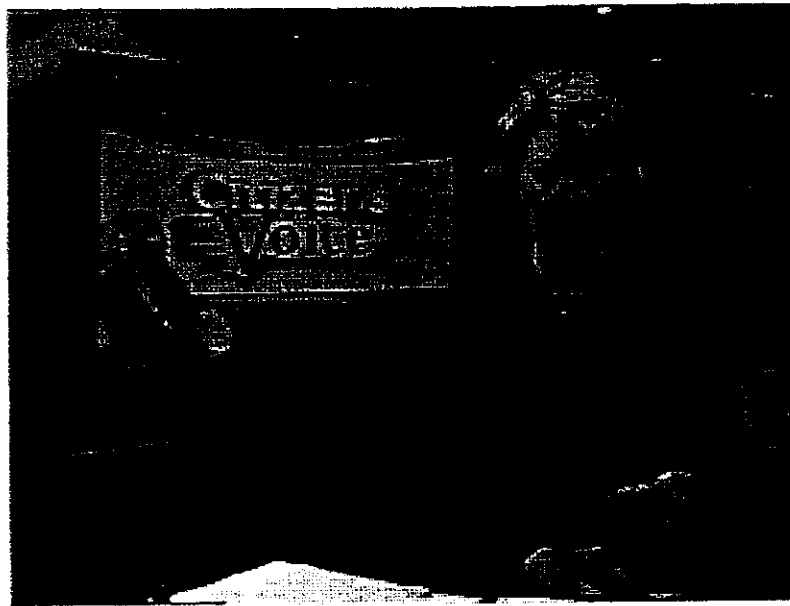
itizens' Voice Example

- The following week viewers rose to our defense
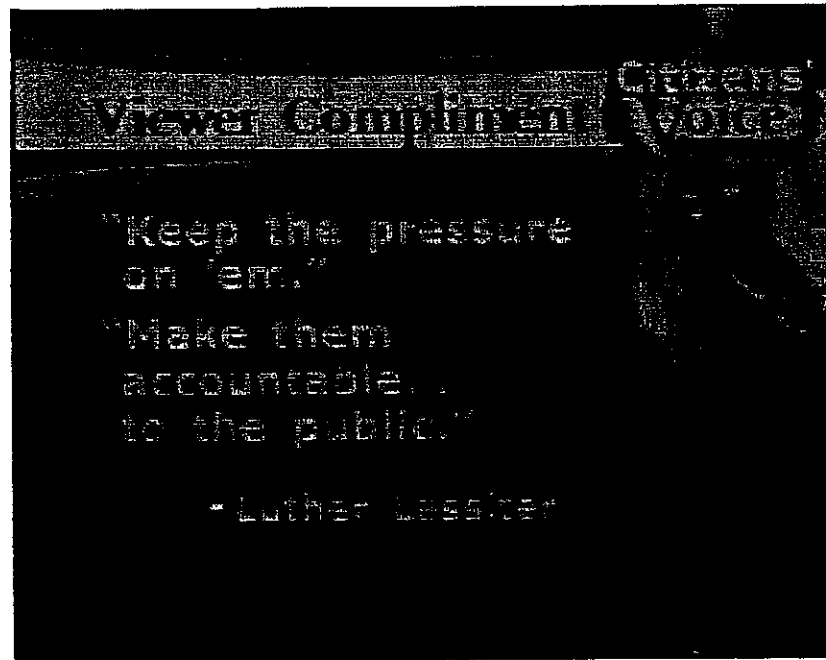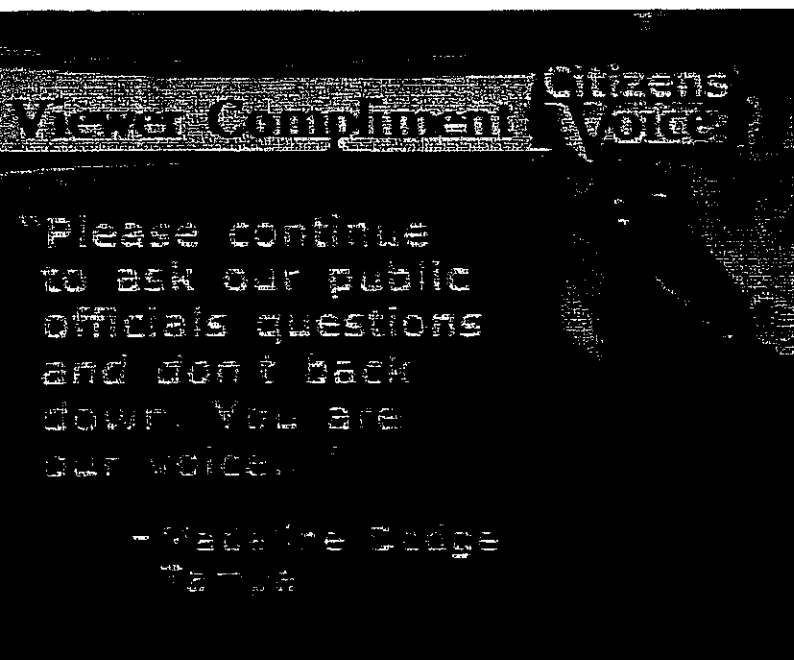
- Citizens' Voice had given us the opportunity to talk about and define our journalism – and the public applauded

orms of Convergence

- Only a few of the newspaper reporters regularly appear on television
- Only a few of the television reporters frequently write for the newspaper
- Cross-platform appearances are voluntary

Steve Kaylor
Tribune
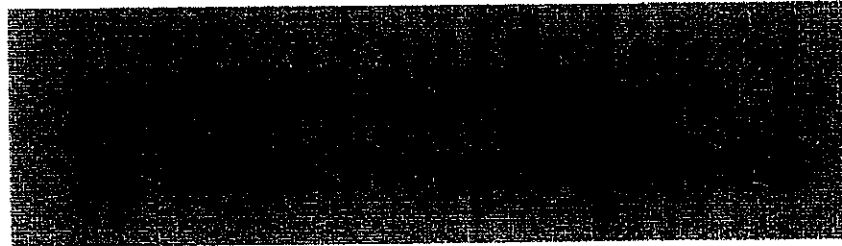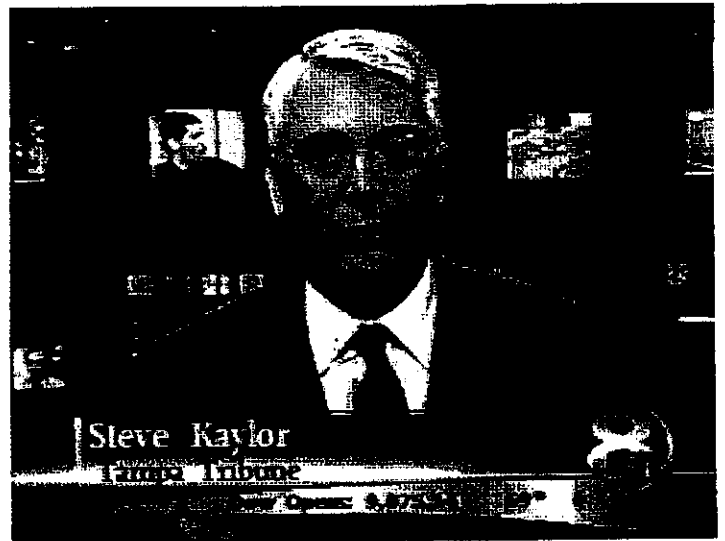
orms of Convergence

- The most common form of convergence is simply the sharing of tips and information – in that regard, everyone is expected to participate
- When appropriate, each partner credits the other for exclusive tips or stories
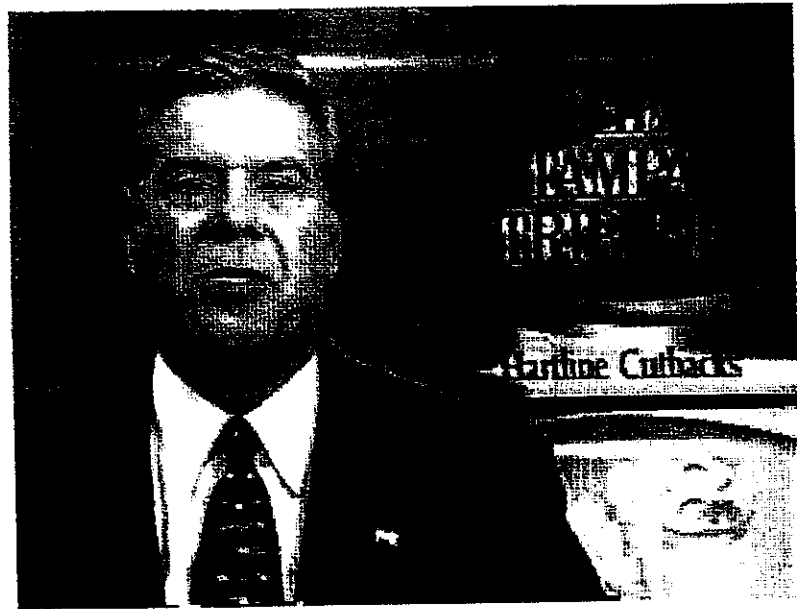
What convergence is not

- We are not "one big newsroom": we maintain editorial independence
- We only cooperate by mutual consent
- We combine resources on some stories but cover many others in parallel

What convergence is not

- WFLA-TV has no influence over the *Tampa Tribune's* editorial pages
- We have no input into the *Tribune's* candidate endorsements
- Our news philosophies are not identical
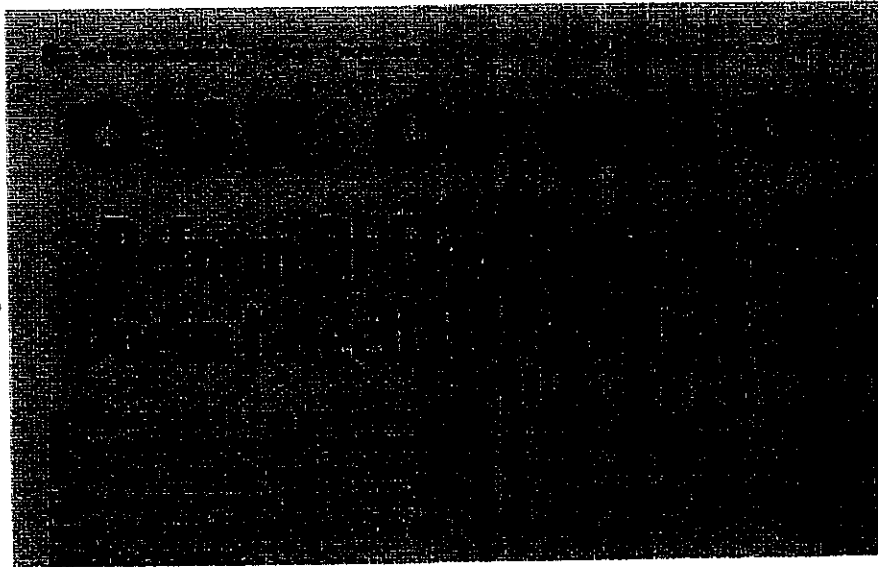
ommon Ground

Convergence works best where our values overlap:

- Reaching out to the community
- Giving voice to the voiceless
- Covering the full diversity of our community
- Acting as a watchdog for citizens
- We intend to be a strong and reliable source of excellent journalism

Goals for the future

- Improve our cooperation, especially with enterprise reporting
- Create new multi-media products
- Publish "The News Center Guarantee" and invite the public to hold us to our promises
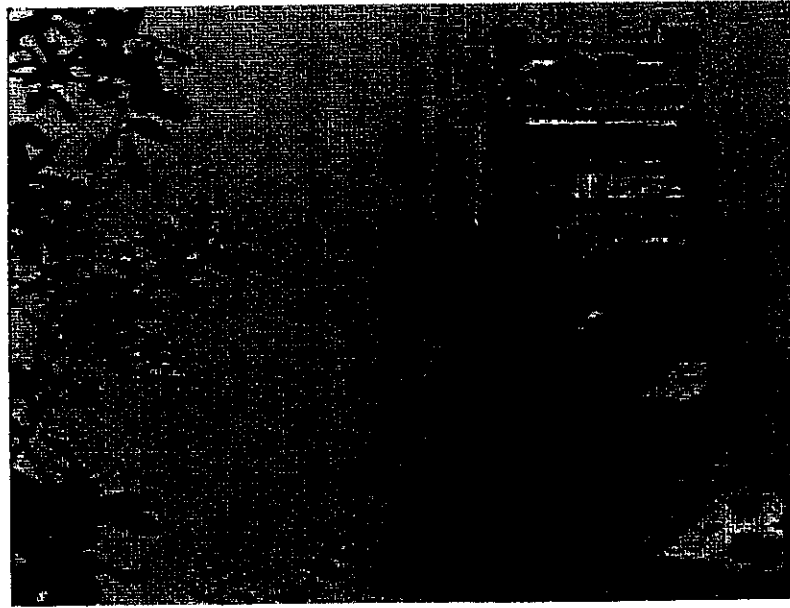
The News Center
Seven Levels of News Convergence
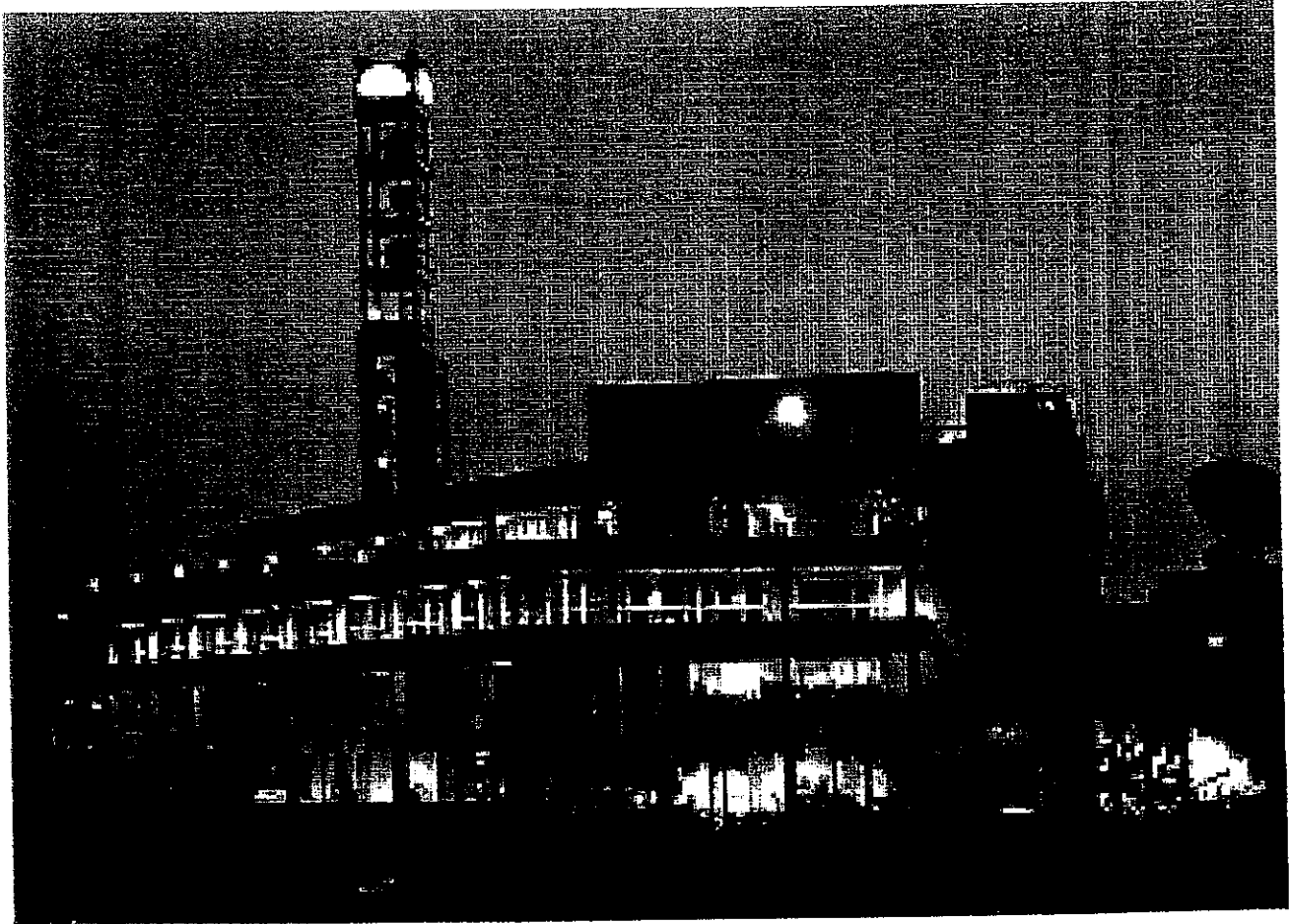
EDITOR&
PUBLISHER
editorandpublisher.com

STOP THE PRESSES!
By Steve Outing

USC J-School To Teach Convergence To All
It's a Long Overdue Change In Journalism Education

MARCH 27, 2002 -- Beginning in the fall, incoming journalism students at the University of Southern California will march headlong into a future of media convergence. Those longing for a career in newspapers will be required as part of their academic training to appear on television and radio. Future TV news correspondents will have to write for newspapers. And everyone will learn to create content for the Internet.

Welcome, Class of 2006, to the new world of multi-platform journalism -- like it or not.

The new approach at USC's Annenberg School for Communication may be the new look in journalism education. It's getting away from the specialization that has marked journalism schools for decades. Instead of producing graduates who are suited only to be print journalists or broadcast journalists or online journalists or PR professionals, the school intends to produce graduates capable of working cross-platform.

The key to accomplishing this is what's called the "Core Curriculum," which is part of the program that all undergraduate and graduate journalism students at USC must take. Here's how it works:

For undergraduates, their first year is spent (as it's always been) mostly taking courses outside of journalism. Journalism training begins in year two, and for three semesters students are required to take Core Curriculum classes. For incoming graduate students, the first two semesters are spent on Core Curriculum courses.

Core Curriculum classes don't take up all of a student's time -- only six credit hours per semester, leaving plenty of remaining credit hours for other classes (presumably in the student's interest area). But during those Core class hours, students will be required to report, write, and produce for the three primary media formats: print, broadcast, and online.

Sophomore students will get reporting assignments as part of their Core classes, and will be required to report the story for each of the platform disciplines, says **Larry Pryor**, an Annenberg journalism professor, director of the school's online journalism program, and an instructor in the Core Curriculum. On a Monday, they'll receive an assignment and have to write a newspaper story about it. On that Wednesday, they'll produce a broadcast segment on the same topic. And on Friday, they'll develop a new-media presentation.

At the end of the Core class semesters, students are then free to choose courses that fit their areaa of interest -- and that well may be with the aim of becoming a TV reporter, print investigative reporter, etc. But every student who comes out of the Annenberg journalism program presumably will have the core skills to operate in a work environment that requires doing cross-platform tasks, says Pryor.

Playing catch-up

"Philosophically, (this new program) recognizes not just that the industry has moved, but that our readers and viewers and users all have moved," says **Michael Parks**, the former *Los Angeles Times* editor who is now director of the Annenberg school. He means that the media industry is grappling with changing news consumer habits. They're increasingly getting their news from the Internet, or combining "old" media with the Internet. Meanwhile, media companies haven't entirely kept up with the change in consumer behavior.

To many, the term "convergence" conjures up an image of the lone-wolf reporter lugging around notebook and pen, mobile phone, laptop computer, digital camera, audio recorder, and video camera. But while a small minority of new-age journalists might have to work that way, the reality for most others is different, says Parks. What his students need to be prepared for are news operations that require employees to possess multiple skills to function effectively.

The newspaper investigative or enterprise reporter might be asked to appear on the paper's affiliated TV program to succinctly explain the complex package that's been printed that morning. The paper's Web site might ask the print or TV reporter to help develop Web components of the story -- possibly interactive graphics or audio clips to accompany text brought over from print. The radio correspondent might have to provide content for a Web package.

In such scenarios, Parks says, the journalist who can perform tasks on multiple platforms is the journalist who gets the job -- or keeps it. Even if the print journalist doesn't have the latest skills required to produce an effective online package, an understanding of how digital tools work will at least help the print journalist work better with a multimedia team.

Can they do it all?

Can students really be expected to excel at performing tasks for three very different media? Isn't this asking too much of a single human being?

That's not the point. It will be the rare individual who performs the tasks of a top-notch newspaper reporter and also is a top TV correspondent. Rather, the program aims to impart enough multiple-platform knowledge so that the journalist can be comfortable when asked to do something out of the ordinary -- like the print or online reporter being asked to supply a video clip for a Web presentation.

Pryor says his school is designed to be the place where it's safe to make mistakes -- rather than having journalism graduates tossed into uncomfortable situations on the job and make embarrassing mistakes before a live audience. The school plans to track students' progress across the three platforms -- and those who exhibit weaknesses in any one will be steered toward tutoring.

The Core Curriculum program also will have mid-term exams, which will be graded by faculty on a blind basis -- to better gauge how students are performing in the various journalism disciplines.

Another interesting aspect of the Annenberg Core Curriculum is that it is being taught primarily by adjunct faculty -- media professionals (most from Southern California) rather than existing academic faculty. Parks says this is by design, not because academic faculty don't buy into the convergence-education concept. (He says they do, enthusiastically.) "Students are being taught by people from the *Los Angeles Times*, from KNBC 4. ... These are highly skilled professionals who teach because they love the profession," he says, and who in some cases possess Pulitzer and Peabody prizes.

Just a bit behind the times

Why do this now? The reasons are obvious. Convergence in the newsroom is already here (though certainly not at every media company), and the industry needs more journalism graduates who have multi-platform skills. Unfortunately, the Annenberg program starts a bit late into the game. Parks says, "In some ways, I wish we'd done this 6 to 8 years ago." But anticipating such industry needs at the earliest stages isn't easy, and educational bureaucracies typically can't move that fast.

The first graduates of the multi-platform training program at USC won't emerge till 2004 (the first master's class) and 2006 (the first undergraduate class).

Other American universities aren't yet a lot of help. There are programs with converged-media courses, but only the University of Kansas journalism program, led by dean James Gentry, has a similar program that takes multi-platform education very seriously. Kansas was first, and USC's program builds on the work done by Gentry and his faculty. But the Annenberg program -- with its stiff requirements for all students to be multi-platform trained -- is seen as taking the concept the furthest so far.

Will this spread to other university journalism programs? Parks isn't convinced that every school needs to adopt this model. Indeed, it's unlikely that lots of schools could do so. The cost is great, he says -- for hiring additional instructors, paying for lots of high-tech and state-of-the-art equipment, PCs, broadband connections, and maintaining it all.

The cost is so great that Pryor hopes corporate media will contribute to the Annenberg program to keep it going at the high level of technology required. He also urges media companies to support their local schools -- those where they tend to get most of their new employees -- and encourage them to adopt multi-platform training.

When USC and other journalism schools do start sending off convergence-trained graduates, they'll begin to meet the needs of people like Rob Curley, who heads up an award-winning Web operation at *The Topeka Capital-Journal* in Kansas. His Web site is a marvel of multiple media -- featuring text, photos, interactive graphics, applications, audio, and video. New staff members are trained in a corporate "boot camp" that teaches them how to work in a multi-platform environment.

Curley bemoaned before an audience at USC two weeks ago (at Annenberg's annual Online Journalism conference) that journalism schools weren't producing graduates with the skills he needs -- so his company, Morris Communications, has to do the training itself.

In time, programs like those at USC and Kansas should take away some of that burden.

Other recent columns

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Newspapers: Don't Blow It Again, Wednesday, Feb. 13
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Got a tip? Let me know about it

If you have a newsworthy item about the online news media business, please send me a note.

Steve Outing (steve@poynter.org) has covered the online news industry for E&P since August 1995. He is also senior editor at the Poynter Institute for Media Studies.

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